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OF THE
ASIATIC SOCIETY OF MUMBAI
(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

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Town Hall, Mumbai - 400 001.
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A STUDY ON ENTREPRENEURIAL COMPETENCIES AMONG COLLEGE STUDENTS

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ABSTRACT

Now-a-days, most of the Government and Public sector jobs are drying up with a bulging workforce which leads to the need of Entrepreneurship for the benefit of the youth of tomorrow. Most educational systems are aware of this opportunity and are actively teaching the students about the skills of entrepreneurship. This study aims to assess the competencies of the students entering the practical world after completion of their studies.

Using a standardized Self Rating Questionnaire, 115 College students from Madurai District were tested. They were assessed in thirteen core competencies as proposed by the Entrepreneurial Development Institute and the researchers concluded that the college students from Madurai District have high level of entrepreneurial competencies

Keywords: *Entrepreneurship Competencies; College Students; Entrepreneurial Development Institute.*

I. INTRODUCTION

Entrepreneurs play a pivotal role in the economic development of a Nation. Most countries are actively pursuing the development of entrepreneurial skills in their youth through structured educational programs. India is also cognizant of this important strategy and is an active partner in the global initiative in establishing a strong entrepreneurial workforce.

Entrepreneurship courses are being taught in all educational institutions in India, both at the general education as well as in higher education and technical institutions. Council of technical education is actively working on introducing entrepreneurship skill for all its students. This study was conducted to test the Entrepreneurial competencies of college students in Madurai District.

II. ENTREPRENEURIAL COMPETENCIES

Entrepreneurship Development Institute of India (EDI) took up the research project to identify what it takes to be successful entrepreneur. The research project was initiated by Prof. David C. McClelland, a well known behavioural scientist and was taken up in three countries – India, Malawi and Equador. The output of the research project has been identification of a set of entrepreneurial competencies or characteristics that lead to superior performance. A major finding of the research

project was that the said competencies are cross culturally valid. In other words, in order to perform well as an entrepreneur, it is necessary to possess the competencies in varying measures irrespective of the geographical locations, where the entrepreneur is operating.

IV. REVIEW OF STUDIES

Management education in India was initiated just after independence with establishment of Indian Institute of Management since then various changes, challenges and implication has been pointed out. Sangeeta Sahney et al (2004) pointed Indian educational system has been subjected to fast, radical, and ever revolutionary change over recent years. Sahu K.C(1991) emphasized that values are of utmost importance and are inseparable irrespective to any form of education Management education should produce persons with such value orientation, who, through example of dedicated hard work in a spirit of service, can change the attitude of the people they manage towards work, and towards each other to ensure quality of life and of work life.

The research in entrepreneur began with the personality traits approach. The personality traits approach assumes that there are distinct traits and motives that distinguish entrepreneurs from non-entrepreneurs, and successful entrepreneurs from unsuccessful entrepreneurs. The study in entrepreneurial characteristics or traits is not only of major concern of the mainstream academics, but also is appealing to the practitioners such as venture capitalists when they are evaluating new venture proposals (MacMillan et al., 1985).

V. RESEARCH ISSUE

From above review of studies we have taken following research issues which are different from earlier management thinkers, practitioners and researcher

- ☛ To explain the concept of entrepreneurial competencies
- ☛ To know the entrepreneurial competencies among College students in selected region
- ☛ To identify the relationship between demographic details and entrepreneurial competencies
- ☛ To recognize the association between Education details and entrepreneurial competencies

VI. METHODOLOGY

To empirically examine the entrepreneurial competencies among College students in Madurai District.

VII. SURVEY INSTRUMENT

In this study, we use the survey instrument developed by the Entrepreneurship Development Institute of India (EDI) Ahmedabad.

VIII. SAMPLE

Non-proportional quota sampling is the sampling method adopted in this research. Total Sample size for this research is 115.

IX. DATA COLLECTION

The self administered questionnaire comprised 70 questions testing thirteen competencies in the respondents, viz; initiative, availing opportunities, persistence, information seeking, quality of work,